



UN  
2023 WATER  
CONFERENCE

NEW YORK  
22-24  
MARCH  
2023

## UN 2023 Water Conference Side Event

*[Pathways to water resilience in cities and the business sector]*

[Tuesday 21 March, 9 am to 11 am (EST New York), Online  
Transmission on YouTube: Link in English  
(<https://youtube.com/live/HR4V3AuQSeg?feature=share>) and Link in  
Portuguese (<https://youtube.com/live/mAR3wjGQdg0?feature=share>)]

Organized by: [World Business Council for Sustainable Development  
(WBCSD); Brazilian Business Council for Sustainable Development  
(CEBDS); Vale, The Nature Conservancy, Boticário Group  
Foundation, Iguá Saneamento, Public Ministry of Rio de Janeiro,  
Wetlands Construídos]

### **Background on the event (one paragraph)**

Water security is a global challenge that affects many communities and businesses around the world. Water is a vital resource for human life, and lack of access to clean and safe water can have serious consequences for people's health and well-being. One way to ensure the resilience of water resources is through nature-based solutions, an approach to solving environmental and social problems in a systemic and sustainable way, taking advantage of the ecosystem services that are provided by natural ecosystems. The objective of this event is to develop a discussion on the main challenges and opportunities for the business sector, civil society and governments to strengthen solutions based on nature, inspired by sustainable practices: forest restoration, correct soil management, protection of headwaters and areas of water infiltration (recharge), in combination with measures to adapt to climate change and the implementation of financial mechanisms.

**Water Action Agenda (one paragraph, if possible, please include the link to your commitment in the [Water Action Agenda database](#))**

### **Key Issues discussed (5- 8 bullet points)**

- **Concepts of Water Resilience and Nature-Based Solutions:** Highlighting the importance of managing water-related risks such as droughts, floods, and climate change, as well as emphasizing the role of green and blue infrastructure in water resilience and biodiversity promotion.
- **Regulation:** The need to regulate water usage and incentivize the adoption of sustainable practices by companies, through the Payment for Environmental Services, Conduct Adjustment Terms, and Good Business Practices.
- **Relationship between Companies and Government:** The importance of collaboration between companies and government for the sustainable management of water resources. Additionally, successful company projects and initiatives for water security were presented, incorporating nature-based solutions and their application in different contexts.
- **Awareness and Engagement of Society:** The importance of involving society and all stakeholders in promoting sustainable practices related to water, conservation of water sources, and the cleaning of watercourses.
- **Investment in Research, Development, and Innovation (RD&I):** The need for investment in research to develop more efficient and sustainable solutions, as well as the search for innovative technological solutions that contribute to water resource management.

### **Key recommendations for action (5 - 6 bullet points)**

- Promote discussions about water resilience and nature based solutions to accelerate best practices, projects and initiatives in the business sector;
- Capacity building for companies and society so that the culture of implement the concepts of water security and the combination of green and grey infrastructure is intrinsic in organizations and in our daily lives. Access to knowledge about this topic needs to be facilitated;
- Encourage companies of all sizes, small, medium and large, to implement sustainable actions through public policies that provide legal security and a favorable regulatory framework;
- Define a strategic planning for building advocacy actions for water security at federal and state levels in Brazil, as well as defining regulations based on objectives;
- Dissemination of good resilience water and Nature based Solutions practices and success cases of companies that are working at the forefront of the topic, encouraging more companies to mobilize for the conscious use of water resources.